

**AMENDMENTS TO THE CLAIMS:**

Please cancel claims 5 and 11, and amend claims 1-4, 6-10, 12-15, 17 and 18, as shown below.

This listing of claims will replace all prior versions and listings of claims in the Application:

**Claim 1 (currently amended).** A commercial message transmitting and receiving system for transmitting and receiving commercial message materials comprising:

an advertiser terminal to distribute a plurality of said commercial message materials and a plurality of pieces of commercial message/identification information each corresponding to each of said plurality of said commercial message materials over a same channel and during a same time period;

a broadcast station terminal to create and output a scaled-down and synthesized image obtained by scaling down and synthesizing each of images of said plurality of said commercial message materials and multi-channeled voices obtained by assigning each of voices of said plurality of said commercial message materials to a plurality of voice channels each being different from each other and, at a same time, to synthesize and output said plurality of pieces of said commercial message/identification information;

a transmitting device to modulate said scaled-down and synthesized image and said multi-channeled voices fed from said broadcast station terminal and to transmit them as program data and, at a same time, to modulate and transmit said plurality of pieces of said commercial message/identification information fed from said broadcast station terminal;

a receiving terminal to automatically select, based on said plurality of pieces of said commercial message/identification information transmitted from said transmitting device and

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attribute information of a viewer input in advance, one commercial message material out of said plurality of pieces of said commercial message information fed as said scaled-down and synthesized image from said transmitting device and to expand and display images of said commercial message materials automatically selected out of said plurality of said commercial message materials contained in said scaled-down and synthesized images and, at a same time, to output voices of said voice channels of said commercial message materials automatically selected out of said plurality of said voice channels contained in said multi-channeled voices wherein said viewer manually selects one commercial message material out of said plurality of said commercial messages.

**Claim 2 (currently amended).** The commercial message transmitting and receiving system according to [[Claim]] claim 1, wherein said receiving terminal transmits said commercial message/identification information of said commercial message material and said attribute information of said viewer automatically selected to said advertiser terminal through a network and wherein said advertiser terminal performs statistical processing of said commercial message/identification information transmitted from said transmitting device and said attribute information of said viewer.

**Claim 3 (currently amended).** The commercial message transmitting and receiving system according to [[Claim]] claim 1, wherein said transmitting device, when said scaled-down and synthesized image and said multi-channeled voices are transmitted by analog broadcasting, transmits said commercial message/identification information by using a vertical blanking interval and, when said scaled-down and synthesized image and said multi-channeled voices are transmitted by digital broadcasting, transmits said commercial message/identification information as section information or packetized elementary stream information.

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**Claim 4 (currently amended).** The commercial message transmitting and receiving system according to [[Claim]] claim 2, wherein said receiving terminal comprises:

a viewer attribute setting section to store said attribute information of said viewer input in advance;

a viewer attribute processing section to select one commercial message material based on said viewer's selection out of said plurality of said commercial message materials transmitted as said scaled-down and synthesized image and said multi-channeled voices from said transmitting device;

an image cutting/expanding section to cut and expand images of said commercial message materials selected by said viewer attribute processing section out of images of said plurality of said commercial message materials contained in said scaled-down and synthesized image transmitted from said transmitting device;

a voice channel selecting section to select voice channels of said commercial message materials selected by said viewer attribute processing section out of said plurality of said voice channels contained in said multi-channeled voices transmitted from said transmitting device;

a switching section to select either of said scaled-down synthesized images transmitted from said transmitting device or said images out of images output from said image cutting/expanding section;

a display to display images output from said switching section;

a speaker to output voices of said voice channels selected by said voice channel selecting section;

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a selected commercial message database to store said commercial message/identification information of said commercial message materials and said attribute information of said viewers selected by said viewer attribute processing section; and a communication section to transmit said commercial message/identification information and said attribute information of said viewers stored in said selected commercial message database to said advertiser terminal through said network.

**Claim 5 (canceled).**

**Claim 6 (currently amended).** The commercial message transmitting and receiving system according to [[Claim]] claim 4, wherein said advertiser terminal has a statistical processing section of performing statistical processing of said commercial message/identification information and said attribute information of said viewers transmitted from said communication section through said network.

**Claim 7 (currently amended).** A commercial message transmitting and receiving system to transmit and receive commercial message materials comprising[[;]] :

an advertiser terminal to distribute a plurality of said commercial message materials and a plurality of pieces of commercial message/identification information each corresponding to each of said plurality of said commercial message materials over a same channel and during a same time period;

a broadcast station terminal to create and output a scaled-down and synthesized image obtained by scaling down and synthesizing each of images of said plurality of said commercial message materials and multi-channeled voices obtained by assigning each of voices of said plurality of said commercial message materials to a plurality of voice channels each being

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different from each other and, at a same time, to synthesize and output said plurality of pieces of said commercial message/identification information;

a transmitting device to modulate said scaled-down and synthesized image and said multi-channelled voices fed from said broadcast station terminal and to transmit them as program data and, at a same time, to modulate and transmit said plurality of pieces of said commercial message/identification information fed from said broadcast station terminal; and

a receiving terminal to display said scaled-down and synthesized image transmitted from said transmitting device and to expand and display, when one commercial message material out of said plurality of said commercial message materials contained in said scaled-down and synthesized images is selected, images of said commercial message material manually selected and, at a same time, to output voices of said voice channels of said commercial message materials manually selected out of said plurality of voice channels contained in said multi-channelled voices wherein said viewer manually selects one commercial message material out of said plurality of said commercial messages.

**Claim 8 (currently amended).** The commercial message transmitting and receiving system according to [[Claim]] claim 7, wherein said receiving terminal transmits said commercial message/identification information of said commercial message material and attribute information of said viewer manually selected to said advertiser terminal through a network and wherein said advertiser terminal performs statistical processing of said commercial message/identification information transmitted from said transmitting device and attribute information of said viewer.

**Claim 9 (currently amended).** The commercial message transmitting and receiving system according to [[Claim]] claim 7, wherein said transmitting device, when said scaled-down and

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synthesized image and said multi-channelled voices are transmitted by analog broadcasting, transmits said commercial message/identification information by using a vertical blanking interval and, when said scaled-down and synthesized image and said multi-channelled voices are transmitted by digital broadcasting, transmits said commercial message/identification information as section information or packetized elementary stream information.

**Claim 10 (currently amended).** The commercial message transmitting and receiving system according to [[Claim]] claim 8, wherein said receiving terminal comprises:

    a viewer attribute setting section to store said attribute information of said viewer input in advance;

    a viewer attribute processing section to select one commercial message material based on said viewer's selection out of said plurality of said commercial message materials transmitted as said scaled-down and synthesized image and said multi-channelled voices from said transmitting device;

    an image cutting/expanding section to cut and expand images of said commercial message materials selected by said viewer attribute processing section out of images of said plurality of said commercial message materials contained in said scaled-down and synthesized image transmitted from said transmitting device;

    a voice channel selecting section to select voice channels of said commercial message materials selected by said viewer attribute processing section out of said plurality of said voice channels contained in said multi-channelled voices transmitted from said transmitting device;

    a switching section to select either of said scaled-down synthesized images transmitted from said transmitting device or said images out of images output from said image cutting/expanding section;

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a display to display images output from said switching section;  
a speaker to output voices of said voice channels selected by said voice channel selecting section;  
a selected commercial message database to store said commercial message/identification information of said commercial message materials and said attribute information of said viewers selected by said viewer attribute processing section; and  
a communication section to transmit said commercial message/identification information and said attribute information of said viewers stored in said selected commercial message database to said advertiser terminal through said network.

**Claim 11 (canceled).**

**Claim 12 (currently amended).** The commercial message transmitting and receiving system according to [[Claim]] claim 10, wherein said advertiser terminal has a statistical processing section of performing statistical processing of said commercial message/identification information and said attribute information of said viewers transmitted from said communication section through said network.

**Claim 13 (currently amended).** A commercial message transmitting and receiving method, comprising:

a step of distributing a plurality of commercial message materials and a plurality of pieces of commercial message/identification information each corresponding to each of said plurality of said commercial message materials over a same channel and during a same time period from an advertiser terminal to a broadcast station terminal;

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a step of scaling down and synthesizing each of said plurality of said commercial message materials to create a scaled-down and synthesized image in said broadcast station terminal and outputting said scaled-down and synthesized image to a transmitting device;

a step of assigning each of voices of said plurality of said commercial message materials to voice channels each being different from each other to create multi-channeled voices in said broadcast station terminal and of outputting multi-channeled voices to said transmitting device;

a step of synthesizing said plurality of pieces of said commercial message/identification information in said broadcast station terminal and of outputting them;

a step of modulating, in said transmitting device, said scaled-down and synthesized image and multi-channeled voices fed from said broadcast station terminal and transmitting as program data to a receiving terminal and modulating said plurality of pieces of said commercial message/identification information fed from said broadcast station terminal and outputting them to said receiving terminal;

a step of automatically a viewer manually selecting one commercial message material out of said plurality of said commercial message materials transmitted as said scaled-down and synthesized image and multi-channeled voices from said transmitting device, ~~based on attribute information of viewers and said plurality of pieces of said commercial message/identification information input in advance in said receiving terminal~~; and

a step of expanding and displaying images of said commercial message materials automatically selected out of images of said plurality of said commercial message materials contained in said scaled-down and synthesized images in said receiving terminal and of

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outputting voice channels of said commercial message materials automatically selected out of a plurality of said voice channels contained in said multi-channeled voice.

**Claim 14 (currently amended).** The commercial message transmitting and receiving method according to [[Claim]] claim 13, further comprising:

a step of storing said commercial message/identification information of said commercial message materials and said attribute information of viewers automatically selected by said receiving terminal;

a step of transmitting said commercial message/identification information of said commercial message materials, said attribute information of viewers ~~automatically selected by said receiving terminal~~ to said advertiser terminal through a network; and

a step of performing statistical processing of said commercial message/identification information and said attribute information of said viewers transmitted from said receiving terminal in said advertiser terminal.

**Claim 15 (currently amended).** The commercial message transmitting and receiving method according to [[Claim]] claim 13, wherein said transmitting device, when said scaled-down and said synthesized image and said multi-channeled voices are transmitted by analog broadcasting, transmits said commercial message/identification information by using the vertical blanking interval and, when said scaled-down and said synthesized image and said multi-channeled voices are transmitted by digital broadcasting, transmits said commercial message/identification information as section information or as packetized elementary stream information.

**Claim 16 (original).** A commercial message transmitting and receiving method, comprising:

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a step of distributing a plurality of a commercial message materials and a plurality of pieces of a commercial message/identification information each corresponding to each of said plurality of said commercial message materials over a same channel and during a same time period from a advertiser terminal to a broadcast station terminal;

a step of scaling down and synthesizing each of said plurality of said commercial message materials to create a scaled-down and synthesized image in said broadcast station terminal and of outputting said scaled-down and synthesized image to a transmitting device;

a step of assigning each of voices of said plurality of said commercial message materials to a voice channels each being different from each other to create multi-channeled voices in said broadcast station terminal and of outputting said multi-channeled voices to said transmitting device;

a step of synthesizing said plurality of pieces of said commercial message/identification information in said broadcast station terminal and of outputting them;

a step of modulating, in said transmitting device, said scaled-down and synthesized image and said multi-channeled voices fed from said broadcast station terminal and transmitting as program data to a receiving terminal and modulating said plurality of pieces of said commercial message/identification information fed from said broadcast station terminal and outputting them to said receiving terminal;

a step of synthesizing said plurality of pieces of said commercial message/identification information in said broadcast station terminal and of outputting them;

a step of modulating, in said transmitting device, said scaled-down and synthesized image and said multi-channeled voices fed from said broadcast station terminal and transmitting as program data to said receiving terminal and modulating said plurality of pieces

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of said commercial message/identification information fed from said broadcast station terminal and outputting them to said receiving terminal;

a step of displaying said scaled-down and synthesized image in said receiving terminal;

a step of manually selecting one commercial message material out of said plurality of said commercial message materials contained in said scaled-down and synthesized image displayed by said receiving terminal; and

a step of expanding images of said commercial message materials manually selected out of images of said plurality of said commercial message materials contained in said scaled-down and synthesized image and of outputting voices of said voice channels of said commercial message materials manually selected out of said plurality of said voice channels contained in said multi-channeled voices.

**Claim 17 (currently amended).** The commercial message transmitting and receiving method according to [[Claim]] claim 16, further comprising:

a step of storing said commercial message/identification information of said commercial message materials and attribute information of viewers manually selected by said receiving terminal;

a step of transmitting said commercial message/identification information of said commercial message materials and said attribute information of viewers manually selected by said receiving terminal to said advertiser terminal through a network; and

a step of performing statistical processing of said commercial message/identification information and said attribute information of viewers transmitted from said receiving terminal in said advertising terminal.

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**Claim 18 (currently amended).** The commercial message transmitting and receiving method according to [[Claim]] claim 16, wherein said transmitting device, when said scaled-down and said synthesized image and said multi-channeled voices are transmitted by analog broadcasting, transmits said commercial message/identification information by using the vertical blanking interval and, when said scaled-down and said synthesized image and said multi-channeled voices are transmitted by digital broadcasting, transmits said commercial message/identification information as section information or as packetized elementary stream information.

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